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As such, those skilled in the art will appreciate that the conception upon which this disclosure is based may readily be utilized as a basis for the designing of other structures, methods and systems for carrying out the several purposes of the present invention. Further, since numerous modifications and variations will readily occur to those skilled in the art, it is not desired to limit the invention to the exact construction and operation illustrated and described, and accordingly, all suitable modifications and equivalents may be resorted to, falling within the scope of the invention.

The invention claimed is:

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- 10 1. A method of providing communication between a vendor and a client, comprising:
- (a) displaying content on a large-screen display apparatus, the large-screen display apparatus including a transmitter and a receiver;
 - (b) receiving, via the receiver, a first message from a client, the first
15 message responsive to the content; and
 - (c) transmitting, via the transmitter, a second message, the second message being responsive to the first message.

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